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From : Winston Hsu, Registration No. 41,526

Serial No. : 10/711,341

Attorney Docket No.: VIAP0140USA

Subject: Information Disclosure Statement (IDS)

Total Pages : 88 pages (including cover page)

Winston Hsu 2005/07/28

*Central fax
received 8/01/05*

VIAP0140USA0_D1_1

PTO/SB/97 (09-04)

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Application No: 10/711,341

(1) Transmittal Form	1 PAGE
(2) Fee Transmittal	1 PAGE
(3) Information Disclosure Statement	84 PAGES

This collection of information is required by 37 CFR 1.8. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1.8 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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TRANSMITTAL FORM		Application Number 10/711,341
		Filing Date 09/12/2004
		First Named Inventor Andy Chiu
		Art Unit 2611
		Examiner Name N/A
(to be used for all correspondence after initial filing)	86	Attorney Docket Number VIAP0140USA
ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	North America Intellectual Property Corporation		
Signature			
Printed name	Winston Hsu		
Date	07/28/2005	Reg. No.	41,526

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

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Typed or printed name			
	Date		

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PTO/SB/17 (12-04)

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Effective on 12/08/2004.

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL

For FY 2005

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 0.00)
Complete if Known

Application Number 10/711,341

Filing Date 09/12/2004

First Named Inventor Andy Chiu

Examiner Name N/A

Art Unit 2611

Attorney Docket No. VIAPO140USA

METHOD OF PAYMENT (check all that apply)
 Check Credit Card Money Order None Other (please identify):

 Deposit Account Deposit Account Number 50-3105 Deposit Account Name: North America Intellectual Property Corp.

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

 Charge fee(s) indicated below

 Charge fee(s) indicated below, except for the filing fee

 Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17

 Credit any overpayments

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

FEE CALCULATION**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 or, for Reissues, each claim over 20 and more than in the original patent

Fee (\$)	Small Entity Fee (\$)
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50 25

Each independent claim over 3 or, for Reissues, each independent claim more than in the original patent

Fee (\$)	Small Entity Fee (\$)
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200 100

Multiple dependent claims

Fee (\$)	Small Entity Fee (\$)
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360 180

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Multiple Dependent Claims	Fee (\$)	Fee Paid (\$)
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- 20 or HP =	x	=		Fee (\$)	Fee Paid (\$)
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HP = highest number of total claims paid for, if greater than 20					
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Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)		
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- 3 or HP =	x	=			
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HP = highest number of independent claims paid for, if greater than 3					
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3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
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- 100 =	/ 50 =	(round up to a whole number) x	=	
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4. OTHER FEE(S)

Non-English Specification. \$130 fee (no small entity discount)

Other: submission of Information Disclosure Statement

Fee (\$)	Fees Paid (\$)
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0.00

SUBMITTED BY

Signature		Registration No. 41,526	Telephone 302-729-1562
Name (Print/Type)	Winston Hsu		Date 07/28/2005

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PTO/SB/08A (08-03)

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Substitute for form 1449/PTO		Complete If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Application Number	10/711,341
		Filing Date	09/12/2004
		First Named Inventor	Andy Chiu
		Art Unit	2611
		Examiner Name	N/A
Sheet	1	of	1
		Attorney Docket Number	VIAP0140USA

U. S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.*	FOREIGN PATENT DOCUMENTS				
		Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁿ
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
	2	TW 535073	06-01-2003		all	+
	3	TW 589890	06-01-2004		all	+
	4	WO 01/40948 A1	06-07-2001	SONY COMPUTER ENTERTAINMENT AMERICA		+

Examiner Signature		Date Considered	
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¹EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ²Applicant's unique citation designation number (optional). ³See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ⁴Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁵For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁶Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁷Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

5 Applicant: Andy Chiu.

 Filing Date: 09/12/2004 Art Unit: 2611

 Serial No.: 10/711,341 Docket No.: VIAP0140USA

 Confirmation No.: 5340

10 Title: Advertising Detection Method And Related System For
 Detecting Advertising According To Specific Beginning/Ending
 Images Of Advertising Sections

To: The Commissioner of Patents

15 P.O. BOX 1450

 Alexandria, VA 22313-1450

Subject: Information disclosure statement Under 37C.F.R. §1.56.

20 Dear Sir:

This is an Information Disclosure Statement in accordance with the
duty to disclose information material to patentability under 37 C.F.R.
§1.56. Applicant wishes to make of record the documents listed on the
25 accompanying form PTO/SB/08. It is respectfully requested that the
examiner initials the cited references on the form and that it be made of
record in the application and that a copy of the initialed form be sent to
the applicant with the next communication from the examiner.

30 Since the IDS is filed before the mailing date of a first Office action
on the merits, consideration of the information disclosure statement is
hereby requested according to 37 C.F.R. §1.97(b). The items of

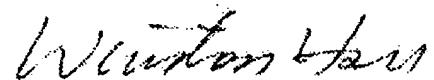
information contained in the information disclosure statement were first cited in the communication from the Taiwan Intellectual Property Office on May 31, 2005 for a counterpart Taiwanese application. Applicant sincerely hopes that the examiner can consider the items contained in 5 the information disclosure statement.

According to the requirement set forth in 37 C.F.R. §1.98 and M.P.E.P. 609, applicant is submitting copies of the cited references (TW 535073, TW 589890). The English counterpart publication for the 10 Taiwanese patents TW 535073 and TW 589890 are US publication No. 2004/0055445 and international publication No. WO0140948, respectively. The international publication No. WO0140948 is also submitted. And the two Taiwanese patents and two corresponding English publications are all listed in PTO/SB/08.

15

Respectfully submitted,

20

Date: July 28, 2005

Winston Hsu, Patent Agent No. 41,526

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30